



# USHBC Blueberry Category Retail Sales Report Period 7

4 Weeks Ending Saturday, July 13, 2024

## Key Insights

### Fresh Blueberries (Produce Department)

- Fresh Blueberry sales have decreased in every regions, West region, with the lowest decrease of **-4.7%**.
- Fresh Conventional decreased in dollar sales by **-16.6%**. Organic decreased by **-19.2%**.
- The 18-ounce, the best selling fresh blueberry item this period, had a **-17.7%** decrease in dollar sales and a **-12%** decrease in units this period.
- Fresh blueberry volume (Units), both conventional and organic, declined by **-13.3%**.

### Frozen Blueberries (Produce Department)

- \$10.8m frozen blueberries were sold in the period, making them the most popular berry. Frozen blueberries remains the market leader in dollars despite a **-7.8%** decrease.
- The largest size, 48 ounces, has fallen **-3.5%** in dollar sales. This size accounts for 70% of frozen blueberry sales.
- Frozen blueberries are the top-selling frozen fruit in the US, They led every region besides the South with a **-1.1%** decrease.
- Frozen Organic blueberry sales increased **+11.8%**, while Conventional blueberry sales fell **-8.8%**.

• All comparisons are vs year ago

# Blueberry Sales By Geography

**TOTAL FRESH AND FROZEN BLUEBERRIES**

	Sum of Dollars	Dollar % Change vs YAgO	Dollar Share	Sum of Units	Unit % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
<b>TOTAL US - MULO</b>	\$309,598K	-16.6%	100%	85,091K	-13.2%	100%	76,269K	-13.1%	100%
<b>NORTH CENTRAL</b>	\$45,036K	-45.8%	15%	13,894K	-41.1%	16%	13,256K	-38.8%	17%
<b>NORTHEAST</b>	\$91,068K	-10.4%	29%	23,517K	-4.8%	28%	22,086K	-9.3%	29%
<b>SOUTH</b>	\$135,163K	-7.7%	44%	38,371K	-3.7%	45%	33,605K	-1.6%	44%
<b>WEST</b>	\$38,332K	-4.4%	12%	9,310K	-5.6%	11%	7,322K	-4.3%	10%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

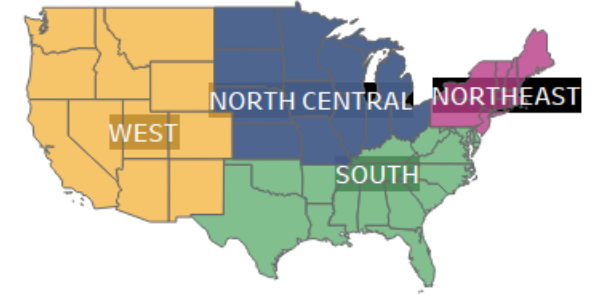
# Blueberry Sales By Geography

## TOTAL FRESH BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgO	Dollar Share	Sum of Units	Units % Change YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share
<b>TOTAL US - MULO</b>	\$298,787K	-16.9%	100%	84,077K	-13.2%	100%	73,909K	-13.3%	100%
<b>NORTH CENTRAL</b>	\$44,268K	-45.7%	15%	13,821K	-40.9%	16%	13,096K	-38.5%	18%
<b>NORTHEAST</b>	\$86,403K	-10.9%	29%	23,023K	-4.9%	27%	21,023K	-9.7%	28%
<b>SOUTH</b>	\$131,497K	-7.8%	44%	38,068K	-3.7%	45%	32,798K	-1.6%	44%
<b>WEST</b>	\$36,619K	-4.7%	12%	9,165K	-5.7%	11%	6,992K	-4.5%	9%

## TOTAL FROZEN BLUEBERRIES

	Sum of Dollars	Dollars % Change YAgO	Dollar Share	Sum of Units	Units % Change YAgO	Unit Share	Sum of Pounds	Pounds % Change YAgO	Pound Share
<b>TOTAL US - MULO</b>	\$10,812K	-7.8%	100%	1,014K	-11.1%	100%	2,360K	-8.6%	100%
<b>NORTH CENTRAL</b>	\$767K	-54.7%	7%	73K	-56.9%	7%	160K	-54.9%	7%
<b>NORTHEAST</b>	\$4,665K	+0.1%	43%	494K	+0.1%	49%	1,063K	+0.5%	45%
<b>SOUTH</b>	\$3,666K	-1.1%	34%	302K	-10.3%	30%	807K	-3.4%	34%
<b>WEST</b>	\$1,713K	+3.0%	16%	145K	+2.8%	14%	329K	-1.2%	14%



# Blueberry Sales By Segment

## CONVENTIONAL & ORGANIC BLUEBERRIES BREAKOUT

		Sum of Dollars	Dollars % Change vs YAgO	Sum of Units	Units % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
<b>TOTAL FRESH AND FROZEN</b>		<b>\$309,598,425</b>	<b>-16.6%</b>	<b>85,091,120</b>	<b>-13.2%</b>	<b>76,268,769</b>	<b>-13.1%</b>
<b>FRESH FRUIT - BLUEBERRY</b>	Total	<b>\$298,786,718</b>	<b>-16.9%</b>	<b>84,077,250</b>	<b>-13.2%</b>	<b>73,909,036</b>	<b>-13.3%</b>
	CONVENTIONAL	\$263,520,547	-16.6%	76,823,227	-12.4%	68,615,655	-12.7%
	ORGANIC	\$35,266,171	-19.2%	7,254,022	-21.3%	5,293,380	-20.0%
<b>FZ FRUIT - BLUEBERRIES</b>	Total	<b>\$10,811,708</b>	<b>-7.8%</b>	<b>1,013,870</b>	<b>-11.1%</b>	<b>2,359,734</b>	<b>-8.6%</b>
	CONVENTIONAL	\$10,139,723	-8.8%	935,061	-12.7%	2,271,301	-9.3%
	ORGANIC	\$671,985	+11.8%	78,809	+14.1%	88,433	+12.9%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Fresh Blueberry By Size

## FRESH BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share	Price \$/lb	Price \$/lb % Chg YAgO
<b>18 OUNCE</b>	\$88,615,397	-17.7%	30%	18,282,766	-12.0%	22%	20,568,112	-12.0%	28%	\$4.31	-6.6%
<b>16 OUNCE</b>	\$80,634,097	-13.1%	27%	26,579,261	-8.4%	32%	26,579,261	-8.4%	36%	\$3.03	-5.1%
<b>12 OUNCE</b>	\$39,590,366	-21.7%	13%	14,541,657	-15.9%	17%	10,906,243	-15.9%	15%	\$3.63	-6.9%
<b>11 OUNCE</b>	\$34,800,981	-4.6%	12%	9,544,934	-2.5%	11%	6,562,142	-2.5%	9%	\$5.30	-2.2%
<b>6 OUNCE</b>	\$19,165,083	-24.8%	6%	6,014,552	-25.2%	7%	2,255,457	-25.2%	3%	\$8.50	+0.6%
<b>8 OUNCE</b>	\$6,802,422	-29.2%	2%	1,604,389	-28.5%	2%	802,195	-28.5%	1%	\$8.48	-0.9%
<b>18.62 OUNCE</b>	\$5,638,005	-35.6%	2%	2,227,562	-29.7%	3%	2,592,325	-29.7%	4%	\$2.17	-8.4%
<b>10 OUNCE</b>	\$6,478,105	-18.1%	2%	2,022,194	-18.3%	2%	1,263,871	-18.3%	2%	\$5.13	+0.3%
<b>32 OUNCE</b>	\$675,741	-88.4%	0%	83,977	-90.6%	0%	167,953	-90.6%	0%	\$4.02	+23.1%
<b>9.8 OUNCE</b>	\$8,527,854	+80.5%	3%	1,434,012	+83.6%	2%	878,333	+83.6%	1%	\$9.71	-1.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Frozen Blueberry By Size

## FROZEN BLUEBERRIES BY SIZE

	Sum of Dollars	Dollars % Change vs YAgO	Dollar Share	Sum of Units	Units % Change vs YAgO	Unit Share	Sum of Pounds	Pounds % Change vs YAgO	Pound Share	Price \$/lb	Price \$/lb % Chg YAgO
48 OUNCE	\$7,529,414	-3.5%	70%	565,630	-5.5%	56%	1,696,891	-5.5%	72%	\$4.44	+2.1%
64 OUNCE	\$879,134	-10.4%	8%	63,027	-7.4%	6%	252,107	-7.4%	11%	\$3.49	-3.2%
15 OUNCE	\$878,042	-10.1%	8%	184,113	-11.6%	18%	172,606	-11.6%	7%	\$5.09	+1.7%
32 OUNCE	\$610,840	-34.1%	6%	51,333	-39.8%	5%	102,665	-39.8%	4%	\$5.95	+9.4%
12 OUNCE	\$343,609	-25.7%	3%	69,484	-25.9%	7%	52,113	-25.9%	2%	\$6.59	+0.3%
10 OUNCE	\$232,018	+0.9%	2%	41,186	-5.9%	4%	25,741	-5.9%	1%	\$9.01	+7.2%
40 OUNCE	\$120,613	-13.0%	1%	11,027	-6.5%	1%	27,568	-6.5%	1%	\$4.38	-6.9%
8 OUNCE	\$54,574	-5.5%	1%	8,512	-15.8%	1%	4,256	-15.8%	0%	\$12.82	+12.2%
28 OUNCE	\$32,034	-37.1%	0%	1,823	-38.7%	0%	3,190	-38.7%	0%	\$10.04	+2.7%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

	Sum of Dollars	Dollars % Change vs Y Ago	Sum of Pounds	Pounds % Change vs Y Ago	Price \$/lb	Price Per Pound % Change
<b>Grand Total</b>	\$1,030,750,415	-13.1%	305,643,217	-9.7%	\$3.37	-3.8%
<b>FRESH BERRIES Total</b>	\$1,004,882,988	-13.4%	300,300,698	-9.7%	\$3.35	-4.0%
<b>CONVENTIONAL</b>	\$857,782,579	-12.7%	275,189,456	-8.4%	\$3.12	-4.7%
<b>ORGANIC</b>	\$147,100,409	-17.1%	25,111,242	-22.1%	\$5.86	+6.5%
<b>FROZEN BERRIES Total</b>	\$25,867,427	-2.9%	5,342,518	-7.0%	\$4.84	+4.3%
<b>CONVENTIONAL</b>	\$24,110,984	-3.6%	5,064,566	-8.4%	\$4.76	+5.2%
<b>ORGANIC</b>	\$1,756,443	+6.4%	277,952	+28.9%	\$6.32	-17.5%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Berry Patch Performance By Berry Type

BERRY PATCH (BLUEBERRY, STRAWBERRY, BLACKBERRY, RASPBERRY, BERRY OTHER/MIXED)

		Sum of Dollars	Dollars % Change vs YAgO	Sum of Pounds	Pounds % Change vs YAgO
<b>FRESH BERRIES</b>	<b>Total</b>	\$1,004,882,988	-13.4%	300,300,698	-9.7%
	<b>FRESH FRUIT - STRAWBERRY</b>	\$467,672,203	-13.7%	193,828,062	-9.4%
	<b>FRESH FRUIT - BLUEBERRY</b>	\$298,786,718	-16.9%	73,909,036	-13.3%
	<b>FRESH FRUIT - RASPBERRY</b>	\$130,913,257	-7.4%	15,802,901	-4.5%
	<b>FRESH FRUIT - BLACKBERRY</b>	\$107,218,751	-8.4%	16,732,462	-1.3%
	<b>FRESH FRUIT - BERRY OTHER</b>	\$292,059	+337.6%	28,238	+1164.4%
<b>FROZEN BERRIES</b>	<b>Total</b>	\$25,867,427	-2.9%	5,342,518	-7.0%
	<b>FZ FRUIT - BLUEBERRIES</b>	\$10,811,708	-7.8%	2,359,734	-8.6%
	<b>FZ FRUIT - MIXED BERRIES</b>	\$8,707,975	-10.3%	1,763,356	-11.8%
	<b>FZ FRUIT - STRAWBERRIES</b>	\$5,227,987	+27.8%	1,029,107	+6.7%
	<b>FZ FRUIT - RASPBERRIES</b>	\$859,565	-4.1%	135,359	-8.6%
	<b>FZ FRUIT - BLACKBERRIES</b>	\$216,585	+14.7%	49,826	+15.7%
	<b>FZ FRUIT - OTHER BERRIES</b>	\$43,607	-6.1%	5,137	-13.0%

# Top Fresh Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

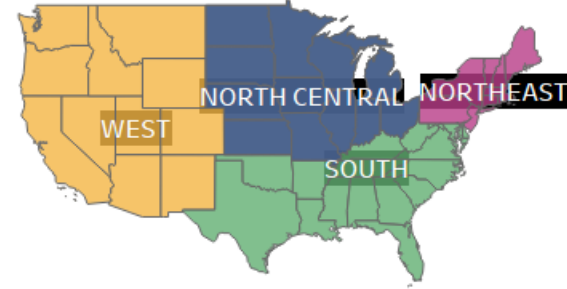
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$467,672,203	-13.7%	193,828,062	-9.4%
FRESH FRUIT - BLUEBERRY	\$298,786,718	-16.9%	73,909,036	-13.3%
FRESH FRUIT - RASPBERRY	\$130,913,257	-7.4%	15,802,901	-4.5%
FRESH FRUIT - APPLE	\$108,941,996	-13.3%	67,704,645	-4.7%
FRESH FRUIT - ORANGE OTHER	\$132,966,600	+6.2%	71,237,495	-0.7%
FRESH FRUIT - BLACKBERRY	\$107,218,751	-8.4%	16,732,462	-1.3%
FRESH FRUIT - ORANGE	\$73,883,785	-6.7%	55,575,135	-3.8%
FRESH FRUIT - CHERRY	\$73,780,093	-1.0%	28,517,920	-14.7%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$223,815,060	-1.7%	98,106,654	+7.5%
FRESH FRUIT - BLUEBERRY	\$131,496,509	-7.8%	32,798,239	-1.6%
FRESH FRUIT - ORANGE OTHER	\$72,746,707	+16.3%	40,046,925	+8.7%
FRESH FRUIT - APPLE	\$59,060,255	-2.2%	35,553,317	+6.8%
FRESH FRUIT - BLACKBERRY	\$53,401,227	+1.1%	8,735,655	+10.8%
FRESH FRUIT - RASPBERRY	\$48,612,113	+2.0%	5,476,837	+1.4%
FRESH FRUIT - ORANGE	\$48,209,720	+2.0%	36,116,973	+5.1%
FRESH FRUIT - CHERRY	\$44,723,466	+4.7%	18,255,371	-8.7%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$68,380,548	+2.7%	26,686,761	+5.8%
FRESH FRUIT - BLUEBERRY	\$36,619,215	-4.7%	6,992,427	-4.5%
FRESH FRUIT - RASPBERRY	\$21,923,963	+0.5%	2,316,002	+1.2%
FRESH FRUIT - ORANGE OTHER	\$19,639,762	+16.7%	10,652,451	+10.0%
FRESH FRUIT - BLACKBERRY	\$14,882,375	+3.0%	2,005,214	+6.1%
FRESH FRUIT - WATERMELON	\$11,987,903	-0.7%	405,272	-4.5%
FRESH FRUIT - OTHER	\$10,022,648	+10.0%	4,595,089	-9.9%
FRESH FRUIT - APPLE	\$8,062,026	-4.2%	4,837,328	+9.5%



### NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$107,417,090	-6.7%	38,821,239	-1.3%
FRESH FRUIT - BLUEBERRY	\$86,402,558	-10.9%	21,022,680	-9.7%
FRESH FRUIT - RASPBERRY	\$38,288,382	+7.5%	4,125,834	+12.0%
FRESH FRUIT - BLACKBERRY	\$24,410,906	-2.1%	3,297,204	+0.3%
FRESH FRUIT - ORANGE OTHER	\$24,708,016	+13.7%	11,651,429	+8.5%
FRESH FRUIT - APPLE	\$19,567,829	-8.1%	12,269,756	-5.2%
FRESH FRUIT - GRAPE	\$16,591,658	+29.9%	7,314,022	+64.1%
FRESH FRUIT - CHERRY	\$12,636,673	+14.6%	5,030,157	+4.4%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FRESH FRUIT - STRAWBERRY	\$68,059,505	-48.7%	30,213,408	-48.1%
FRESH FRUIT - BLUEBERRY	\$44,268,435	-45.7%	13,095,690	-38.5%
FRESH FRUIT - RASPBERRY	\$22,088,800	-39.1%	3,884,228	-25.0%
FRESH FRUIT - APPLE	\$22,251,886	-37.3%	15,044,244	-26.1%
FRESH FRUIT - BLACKBERRY	\$14,524,243	-41.4%	2,694,388	-30.7%
FRESH FRUIT - ORANGE OTHER	\$15,872,115	-34.1%	8,886,690	-38.5%
FRESH FRUIT - ORANGE	\$9,121,746	-41.8%	6,939,243	-39.9%
FRESH FRUIT - CHERRY	\$8,603,687	-44.6%	2,805,878	-56.8%

# Top Frozen Fruits, Dollar Sales By Geography

## TOTAL U.S. MULO & CENSUS REGIONS

### TOTAL U.S.

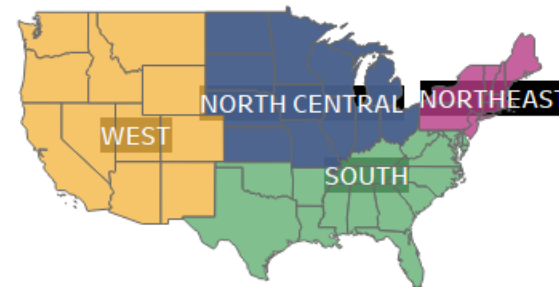
	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$10,811,708	-7.8%	2,359,734	-8.6%
FZ FRUIT - MIXED BERRIES	\$8,707,975	-10.3%	1,763,356	-11.8%
FZ FRUIT - OTHER	\$10,166,848	+15.7%	2,421,377	+5.8%
FZ FRUIT - SMOOTHIE KITS	\$7,184,151	-13.6%	1,179,054	-16.6%
FZ FRUIT - MIXED FRUIT	\$7,765,107	-5.9%	1,656,174	-8.5%
FZ FRUIT - STRAWBERRIES	\$5,227,987	+27.8%	1,029,107	+6.7%
FZ FRUIT - MANGO	\$2,292,639	-31.8%	564,801	-45.5%
FZ FRUIT - ACAI	\$2,756,764	-5.7%	391,401	-11.9%

### SOUTH

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - OTHER	\$6,332,535	+19.1%	1,612,637	+8.7%
FZ FRUIT - SMOOTHIE KITS	\$3,857,146	-8.5%	650,026	-11.4%
FZ FRUIT - BLUEBERRIES	\$3,666,069	-1.1%	807,092	-3.4%
FZ FRUIT - MIXED BERRIES	\$3,819,180	+9.9%	782,601	+6.8%
FZ FRUIT - MIXED FRUIT	\$3,156,069	+1.3%	668,070	-7.4%
FZ FRUIT - MANGO	\$980,040	-22.2%	264,265	-34.2%
FZ FRUIT - STRAWBERRIES	\$2,178,801	+74.3%	396,490	+21.8%
FZ FRUIT - ACAI	\$1,378,013	+11.7%	199,471	+4.6%

### WEST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$1,712,809	+3.0%	329,402	-1.2%
FZ FRUIT - MIXED BERRIES	\$1,031,709	-13.8%	197,203	-14.9%
FZ FRUIT - SMOOTHIE KITS	\$951,821	+19.1%	125,329	+3.8%
FZ FRUIT - MIXED FRUIT	\$652,820	-10.1%	120,503	-14.7%
FZ FRUIT - OTHER	\$891,838	+56.8%	166,824	+39.2%
FZ FRUIT - ACAI	\$488,443	+1.3%	65,052	-1.7%
FZ FRUIT - MANGO	\$209,032	-41.2%	45,561	-60.3%
FZ FRUIT - STRAWBERRIES	\$460,818	+50.8%	65,878	+9.4%



### NORTHEAST

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$4,665,445	+0.1%	1,063,183	+0.5%
FZ FRUIT - MIXED BERRIES	\$3,247,646	-8.1%	664,770	-9.8%
FZ FRUIT - MIXED FRUIT	\$3,531,973	+3.5%	796,638	+4.2%
FZ FRUIT - OTHER	\$2,356,337	+2.8%	539,394	-3.4%
FZ FRUIT - STRAWBERRIES	\$2,127,337	+16.6%	489,522	+13.8%
FZ FRUIT - SMOOTHIE KITS	\$1,695,326	-0.6%	293,137	-2.0%
FZ FRUIT - MANGO	\$977,776	+0.1%	226,786	-7.1%
FZ FRUIT - ACAI	\$676,309	-20.0%	95,907	-28.2%

### NORTH CENTRAL

	Sum of Dollars	Dollars % Change v..	Sum of Pounds	Pounds % Change ..
FZ FRUIT - BLUEBERRIES	\$767,384	-54.7%	160,057	-54.9%
FZ FRUIT - SMOOTHIE KITS	\$679,858	-57.3%	110,562	-57.5%
FZ FRUIT - MIXED BERRIES	\$609,440	-59.3%	118,781	-60.1%
FZ FRUIT - MIXED FRUIT	\$424,244	-57.5%	70,964	-61.2%
FZ FRUIT - STRAWBERRIES	\$461,031	-35.0%	77,217	-47.9%
FZ FRUIT - OTHER	\$586,138	-2.9%	102,523	-19.0%
FZ FRUIT - MANGO	\$125,792	-76.6%	28,189	-83.2%
FZ FRUIT - ACAI	\$213,998	-40.8%	30,971	-42.6%



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Berry Price Per Pound

## CATEGORY SEGMENT PERFORMANCE

		BLUEBERRIES			STRAWBERRIES			ALL OTHER BERRIES		
		Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change	Price \$/lb	\$ Per Pound Change	\$ Per Pound % Change
<b>Grand Total</b>		<b>\$4.06</b>	<b>-16.8%</b>	<b>-3.98%</b>	<b>\$2.43</b>	<b>-11.3%</b>	<b>-4.46%</b>	<b>\$7.19</b>	<b>-35.0%</b>	<b>-4.65%</b>
FRESH FRUIT	Total	\$4.04	-17.5%	-4.16%	\$2.41	-12.0%	-4.72%	\$7.32	-39.2%	-5.08%
	CONVENTIONAL	\$3.84	-17.7%	-4.41%	\$2.28	-12.7%	-5.30%	\$6.72	-41.0%	-5.74%
	ORGANIC	\$6.66	+6.7%	1.01%	\$4.01	+26.2%	7.00%	\$10.82	+9.0%	0.84%
FZ FRUIT	Total	\$4.58	+4.0%	0.89%	\$5.08	+83.9%	19.78%	\$5.03	+9.6%	1.94%
	CONVENTIONAL	\$4.46	+2.1%	0.47%	\$4.99	+87.3%	21.19%	\$5.01	+20.7%	4.30%
	ORGANIC	\$7.60	-7.5%	-0.98%	\$8.45	+37.2%	4.60%	\$5.28	-225.0%	-29.89%

## BERRY PATCH PROMOTION PRICING

		Price \$/lb	Rma Price \$/lb Promo Any	Avg. Price Per Pound Promo % Change	Rma Price \$/lb Promo No	Avg. Price Per Pound Non-Promo % Change	
<b>Grand Total</b>		<b>\$3.37</b>	<b>\$3.01</b>	<b>-0.43%</b>	<b>\$3.95</b>	<b>-8.58%</b>	
FRESH FRUIT	Total	\$3.35	\$3.00	-0.48%	\$3.91	-9.07%	
	CONVENTIONAL	RASPBERRY	\$7.55	\$6.37	-0.26%	\$8.55	-4.04%
		BLACKBERRY	\$5.94	\$5.33	-5.03%	\$6.79	-5.27%
		BLUEBERRY	\$3.84	\$3.45	-6.06%	\$4.50	2.06%
		STRAWBERRY	\$2.28	\$2.20	-4.51%	\$2.42	-8.71%
	ORGANIC	RASPBERRY	\$12.54	\$12.00	17.02%	\$12.81	1.16%
		BLACKBERRY	\$9.16	\$8.11	-9.35%	\$10.37	0.84%
		BLUEBERRY	\$6.66	\$6.66	9.22%	\$6.66	-2.84%
		STRAWBERRY	\$4.01	\$3.86	7.83%	\$4.32	0.63%
	FZ FRUIT	Total	\$4.84	\$4.97	14.37%	\$4.82	2.24%
CONVENTIONAL		OTHER BERRIES	\$8.49	\$6.24	2.50%	\$8.58	5.35%
		RASPBERRIES	\$5.93	\$4.78	7.56%	\$6.12	0.24%
		MIXED BERRIES	\$4.96	\$4.39	-1.25%	\$5.03	4.53%
		STRAWBERRIES	\$4.99	\$6.84	78.16%	\$4.40	4.63%
		BLUEBERRIES	\$4.46	\$4.13	-4.59%	\$4.50	0.74%
		BLACKBERRIES	\$3.87	\$3.41	9.58%	\$3.90	1.62%
ORGANIC		OTHER BERRIES			-100.00%		-100.00%
		RASPBERRIES	\$11.29	\$9.62	5.19%	\$11.55	1.68%
		MIXED BERRIES	\$4.74	\$2.94	-51.05%	\$7.04	-5.15%
	STRAWBERRIES	\$8.45	\$7.18	-4.27%	\$8.60	5.56%	
	BLUEBERRIES	\$7.60	\$6.26	1.42%	\$7.88	-1.22%	
	BLACKBERRIES	\$8.02	\$5.91	-24.78%	\$8.39	-2.34%	



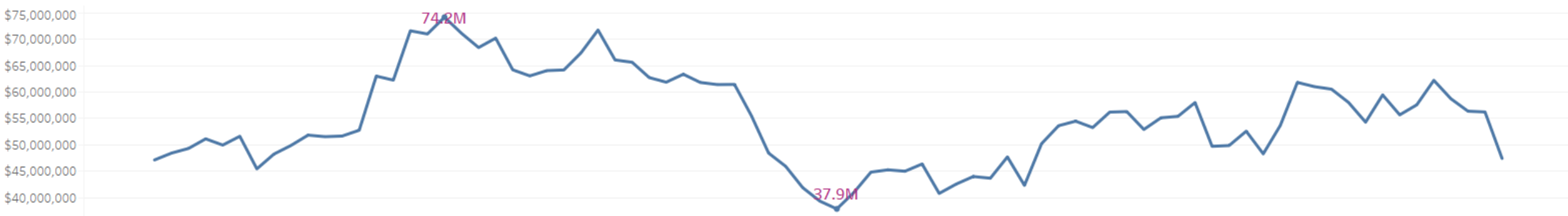
Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana)  
4 Weeks Ending Saturday, July 13, 2024

# Conventional Fresh Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



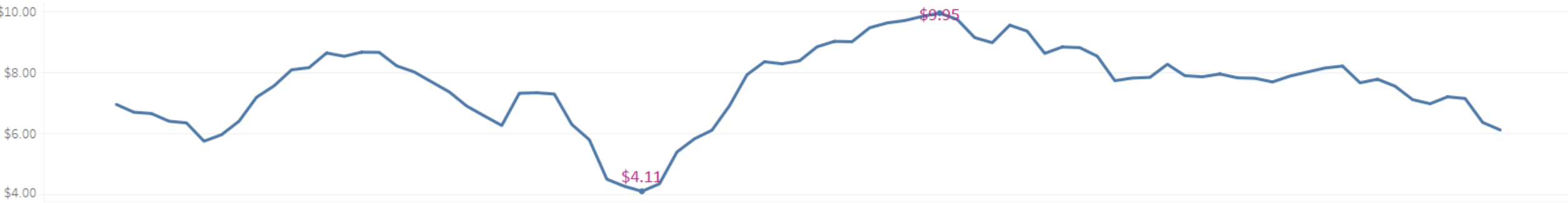
Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, July 13, 2024

# Organic Fresh Blueberry Trend over Time

**Retail Price in \$USD/lb**



**Retail Dollars in \$USD**



**Retail Volume in Pounds**



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, July 13, 2024

# Frozen Blueberry Trend over Time

Retail Price in \$USD/lb



Retail Dollars in \$USD



Retail Volume in Pounds



Source: BerrySmart Insights Analysis of SPINS Fresh & Frozen Fruits; Total US MULO (powered by Circana) 4 Weeks Ending Saturday, July 13, 2024

# APPENDIX - MULO UNIVERSE INCLUDED RETAILERS

## MULTI-OUTLET + CONVENIENCE

The multi-outlet + Convenience outlet is an aggregation of the multi-outlet universe and the convenience universe, detailed in the sections below.

### MULTI-OUTLET UNIVERSE

Multi-Outlet reporting includes the aggregation of the following:

- Grocery Outlet - Stores with \$2M + annual ACV
- Drug Outlet - All chain and independent drug retailers, excluding Rx sales
- Census Mass Merchandiser Outlet - Target and Kmart
- Census Walmart - Census data from Supercenters, Division 1 and Neighborhood Market
- Census Club - BJ's and Sam's Club
- Census Dollar - Dollar General and Family Dollar
- Census Military - Defense Commissary Agency, Army & Air Force Exchange Service, Navy, Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange
- Census Amazon F3 - Amazon Fresh, Prime Now, Go

Please note the following retailers are NOT included in multi-outlet reporting:

- Costco
- Dollar Tree